

ASHP NEWS

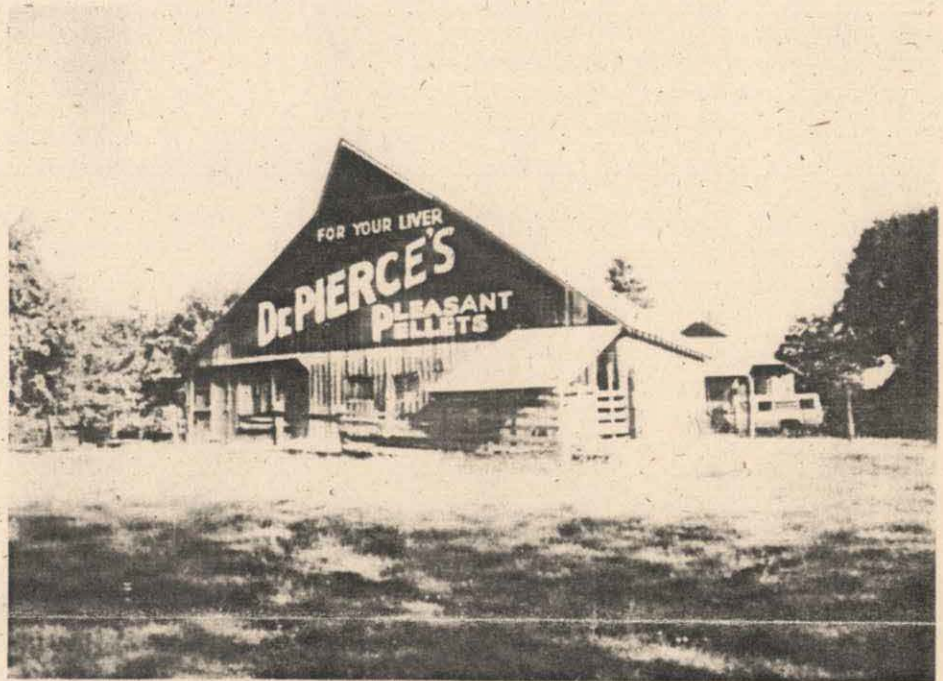
Volume Three, No.2

Winter 1991

Dr. PIERCE'S Barn by Donna Hartmans

The National Register allows for the nomination of "objects" as one of its classifications of properties. What is an object? An object can be a fountain, monument, locomotive, boat - a pretty broad spectrum. What about a sign? Signs influence our view of history, though seldom has much attention been given to this sort of "object". I contacted the Keeper of the National Register to inquire as to just how many signs had been nominated. Of the thousands of nominations approved in the past 25 years, only six signs had been nominated. SIX. Three of these signs were located within national parks. It seemed as though the time was ripe to add another to the list. I embarked upon the noble deed of nominating "Dr. Pierce's Barn", a local historic landmark in Cottage Grove, Oregon. Through this endeavor, I discovered some very interesting facts about this sign.

This sign was originally painted in c. 1912. The barn, upon which this sign is painted, faces a once major north-south highway through the Willamette Valley in western Oregon linking Portland to northern California. This



DR. PIERCE'S BARN LOCATED ON HWY 99: SIGN PAINTED C. 1912

type of painted sign was popular during the late 19th and early 20th centuries. This mode of sign painting utilized the existing architectural fabric, often a barn wall or roof, to serve as a canvas for promoting a product. The usual inducement to the farmer was to provide a free coat of paint, in lieu of monetary reimbursement, for use of the barn. More often the farmer's remuneration was the advertised product itself, whether it be tobacco, patent medicine, or other articles. The patent medicine which this sign advertises is attributed to Dr. Ray Vaughn Pierce (1840-1914), who was a leading

entrepreneur in the patent medicine business in the late 19th century. His sons and grandson continued the business until the mid 20th century. Patent medicines or botanical nostrums, rely upon the mysterious combinations of secret ingredients to cure an illness. Patent medicines were also referred to as "proprietary medicines" in that the manufacturer had the exclusive rights to the tradename.

The success of the patent medicine business occurred during a period of little medical professionalism. The makers of patent medicines used the title "Dr." fraudulently in

many cases. Often the "Drs." had little or no medical knowledge, but relied upon their talents in the business world and lavish advertising techniques to promote their products. The proof of success of the product was derived from experience and written testimonials, not scientific experimentation. Signage on large barn walls became a powerful method of advertising urban products to a rural audience and infused the rural landscape with an early sense of commercialism. Buildings with broad walls that paralleled major highways or railroads were particularly targeted with this mode of advertising. The increase of automobiles and a more mobile society initiated an abusive use of outdoor advertising that in turn created a crusade to save the rural countryside. The outcome was ordinances and laws to protect the destruction of the natural landscape features and guidelines for the large scale signage.

Within the context of the Cottage Grove community of western Oregon, this sign exemplifies a rare form of advertisement existing 2,500 miles from the source of the patent medicine company in Buffalo, New York. It represents a company that existed for over 90 years, 1867-1960. This "Dr. PIERCE'S PLEASANT PELLETS" sign has survived the various technological advances in outdoor advertising from neon to illuminated plastic. It represents an era in the

advertising world in which few examples remain. The nomination is currently being reviewed at the State Historic Preservation Office. Perhaps it will be the seventh sign nominated to the National Register of Historic Places.



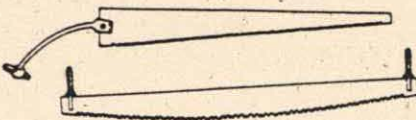
Editor's Notes

Once again this issue of ASHP News features a thesis list, this time from the Graduate Program in Historic Preservation at the University of Pennsylvania. This is a list of theses completed prior to Summer 1990.

We began our publication of theses from various historic preservation programs in the Winter 1990 issue. At that time Cornell's thesis list was printed. It was brought to our attention that some of the titles for Cornell's Historic Preservation program were not completed and should have been viewed as "degree candidates" thesis topics.

As always, we are more than happy to hear from our readers, send us your news. Our mailing list extends across the nation and Canada to professionals and students. Enjoy this issue.

Donna and Joan



The President Speaks by Tim Netsch

We are especially happy to be bringing you this quarter's issue of ASHP News. Toward the end of last term there were several actions pending at the University of Oregon and within the Architecture and Allied Arts School itself, affecting the future of the preservation program. As a result, the ASHP focused on activities other than the newsletter.

The Measure 5 Initiative that passed in the November election (undermining public education in Oregon), various changes among faculty, a decreasing number of preservation students, and other developments, in combination, threatened the future of the program. Luckily, some of these issues have been resolved. Perhaps the program could be said to have stabilized in recent weeks. Subsequently, we decided to proceed with this term's News.

Still problems exist on our campus, and others where preservation is taught. Focus and content of programs need to be reexamined as the preservation movement in this country evolves. Architecture, to be sure, is fundamental. Yet issues such as housing and recycling must also be addressed more specially. We invite readers with thoughts on this subject, whether general or specific, to voice them here in the newsletter.

In the meanwhile, enjoy the winter issue of the newsletter, as the program here at the U of O moves into its second decade of preservation education.



The Safeway Swoop
by Dena Safford

During the 1950s and 1960s, the prodigious number of new products unveiled by proselytes of technology seemed to appear daily. In the scientific and medical arenas, for example, the first electronic digital computers appeared in 1950; soon thereafter, computer-controlled satellites and space probes circled the earth; and Dr. Jonas Salk's new polio vaccine proved immensely successful in 1954. On a more mundane level, evening family dining was apt to be located around the soft glow of a television tube. The meal might consist of oven-warmed frozen dinners set upon portable t.v. trays. And the "housewife," as often as not, had driven her massive chrome and steel Pontiac earlier that day to the local Safeway supermarket to buy the frozen dinners.

Targeted to a new suburban market in the 1950s, the 30 year old Safeway chain chose a distinctive gently-curved roof and yin/yang-inspired logo visible to motorists for miles. The buildings were built near shopping centers--a great change from their first locations in previously-constructed

commercial buildings. Five standard sizes with optional detailing were used for thousands of stores from the Pacific coast to Connecticut. Spanning in two directions, the arched glulam (glue laminated timber) beams created a gracefully-curving roof, and provided great expanses of open floor space for thousands of new, colorfully-packaged products. Glulams were used in European civic architecture as early as 1893, but their popularity in commercial buildings blossomed following the second world war, with improvements in adhesives, and the newest vogues in curved architecture. Glulams allowed for the creation of previously unachievable or costly designs, by gluing smaller standardized sizes of lumber together into larger shapes of any structural design or requirement.

The familiar Safeway arch persevered and prospered through the next two decades. By the late 1980s, the Safeway chain numbered over 2,400 stores. But at the same time, the threat of debts and union costs prompted chief executive Peter Magowan to make significant changes to the company. According to a 1990 Forbes article, in 1986 Magowan organized a leveraged buyout. One thousand stores were sold to pay off debts, and many of the remaining stores underwent a transformation. Within, new interiors and products appeared, targeted to the 90s health-conscious

and designer lifestyles. In an attempt to regionalize, and "get away from stores that all look the same," Magawan authorized new designs for each new store, and the remodeling of existing buildings.

The physical and economical transformation of this highly successful commercial chain elicits several questions pertinent to historic preservation. Certainly, at present the construction date of even the earliest buildings precludes their acceptance in the National Register. But as everyone is aware, the 50-year guideline is relative. At some point in the future, a well-preserved "Safeway Swoop", a geodesic dome, a quonset hut, or a split-level Ranch style home may be as admired as a Craftsman-style Bungalow or a Queen Anne mansion.

Yet at the rate at which the Safeway stores are being remodeled with gabled or flat exteriors, it appears that few of the original structures will survive. New Safeway supermarkets with flat of gabled parapets are designed to harmonize with the surrounding architecture--clapboard, stone, or stucco veneers are common choices. And as with most "outdated" products, the original logo has undergone a transformation, from a thick circle to an aerobically slim and angular outline.

As products of the "cookie cutter" generation, does their intentional sameness detract from their value? From an economic point of view, the design

ASHP WINS RECOGNITION

The ASHP received the Student Project Award at the 1990 Oregon Preservation Awards Banquet at the Pittock Mansion in Portland on December 18. The Oregon Preservation Awards were sponsored by the Historic Preservation League of Oregon, the National Trust for Historic Preservation, the Oregon Historical Society and the Southern Oregon Historical Society.

The distinction was given for the student's creation and production of this very newsletter which links historic preservation students and professionals across America. ASHP was bestowed a cash prize of \$200 and a framed citation honoring their achievement.

Theses in Historic Preservation Studies

A year ago the ASHP News began compilation a theses list from other universities that offer a graduate program in historic preservation.

The historic preservation program of the University of Pennsylvania was founded in 1976. The program offers a master's of Science in Historic Preservation. Coursework lies within the areas of historic preservation, architecture, city planning and landscape architecture. Forty-eight credits hour are required as well as a summer internship and a



REMODELING OF SAFEWAY STORE

was highly successful, and was undoubtedly a significant factor in the Safeway chain's accession to third place in world retail organizations by 1958. Had the management of Safeway, Inc. not decided to revamp their image, would they have been as successful? In five years, the company has earned an extra \$14 million. What price success? The American commercial world's dependence upon--some would say preoccupation with--the appeal of "newness", of technology and change is a familiar headache for preservationists. The attitude of, "Oh, That Old Thing", is not new. Elaborate brick parapets of Victorian era business blocks were lopped off in the face of its power. Countless historic homes were victims of those four words. Are the stores seen as part of the insidious

precursors of today's commercial homogeneity? Did they herald the epidemic of identical "strip" commercial designs such as Taco Time or MacDonalds? What of the Bungalow style that dominated suburban development in the 1920s and 1930s, or the application of Classical Revival elements to any government building in the early 19th century? The "Safeway Swoop", if not an outstanding example of modern architectural design and engineering, is at least a highly successful product of its time, and deserves recognition as such. In the year 2030, will we rue the fact that few original Safeway supermarket designs survive? Is preserving the "Safeway Swoop" as outrageous an idea as placing the first MacDonald's on the National Register?

thesis. The program has an enrollment of 35 to 40 students.

This list is the last and completes our search. We hope this listing of titles has been beneficial in your pursuit of historic preservation.

McGaw, John E., The Conservation of Masonry and Mortar: A Study of the Earliest Eighteenth-Century Structure at the Jacob Keim Homestead in Lobachville, Pennsylvania, 1983

Noble, Timothy M., A Preservation Case Study of Kriebel Hall, Administration Building of the Perkiomen School, Pennsburg Pennsylvania, 1983

Benenson, Carol, Merchantville New Jersey: The Development, Architecture, and Preservation of a Victorian Commuter Suburb, 1984

Bower, Mark A., Loudon Germantown, Philadelphia: County House of the Armat Family of the Years 1801-1835, 1984

de la Cruz, Pacita T., Adaptive Re-use: An Early Twentieth Century Approach in Chestnut Hill, Pennsylvania, by Dr. George Woodward, Developer, and Herman Louis Durhring, Jr., Architect 1984

Elk, Sara Jane, Structural Glass and the Store Front, 1985

Ellin, Phyllis Minerva. At Home with the Range: The



American Cooking Stove, 1865-1920, 1985

Foust, Doreen L., Wyncote, Pennsylvania: The History, Development, Architecture and Preservation of a Victorian Philadelphia Suburb, 1985

Harrington, David Hudson, Plays and Players Theatre, 1985

Prior, Jacqueline Virginia, Practicing Preservation: A Mandate for Professional Accountability, 1985

Scott, Christine A., Development Proposal for a New Jersey Landmark: Spring Lake's Essex and Sussex Hotel, 1985

Shore, Martin, The Evolution of the Philadelphia Skyscraper 1897-1941, 1985

Aderman, Ella Webster, Architectural Terra Cotta: On-Site Evaluation and Testing, 1986

Doyle, John Edward, An Historical Survey and Development Plan for 2133 Arch Street (The Juvenile Court and House of Denton), 1986

Nevitt, Robert, The Environmental Controls of Furness Fine Arts Library, 1986

Weener, Carol, Pennsbury Manor: A Study in Colonial Revival Preservation, 1986

Cocke, Stephanie Hetos, The Gilded Age Estates of Lower Merion Township: A History and Preservation Plan, 1987

Hittleman, Jill, The Replacement of Historic Ornament with Fiberglass Reproductions: Is it a Realistic Alternative, 1987

Michrob, Halwany, A Hypothetical Reconstruction of the Islamic City of Banten, Indonesia, 1987

Hagberg Christopher Mark, Parkside: A Case Study in Neighborhood Revitalization, 1987

Rendon, Mary Jo, Manayunk as a Historic District, 1987

Robbins, Owen, Towards a Preservation of the Grounds of Lemon Hill In Light of their Past and Present Significance for Philadelphia, 1987

Weidler, Beth Anne, Lansdowne & Sedgley, Fairmont Park, Philadelphia, 1987

Abuhoff, Lawrence Evan, The City of New York and the Transfer of Development Rights, 1988

Guix Francesc Xavier Costa, Viollet-le-Duc's Restoration of the Cite of Carcassonne: A Nineteenth-century Architectural Monument, 1988

English, Ilona Surotchak, A Preservation Plan East Amwell Township, East Amwell, New Jersey, 1988

Freedman, Ellen, The Women's Committee and Their High Street Exhibit at the Philadelphia Sesquicentennial Exposition of 1876, 1988

Green, Patricia Elaine, The Evolution of Jamaican Architecture, 1988

Hall, Angrew Benjamin, American Galvanized Iron Roofing and Cladding from the 1870's to 1920's, 1988

Harris, Laura, The Apartment Buildings of Albert H. Beers 1905-1911, 1988

Hawkins, Bryan Keven, Grecian Splendor: The City Mansion of John Hare Powel 1988

Herbert, Simon, A Proposal for Furnishings in the Reading Rooms of the Furness Library Based on Historical Precedent and Modern Furniture Requirements, 1988

Lynch, Catherine Grace, Benjamin Linfoot, 1840-1912: The Career of an Architectural Renderer, 1988

Tribert, Renee Elizabeth, Gervase Wheeler: Mid-nineteenth Century British Architect in America, 1988

Cook, Kathleen Kurtz, The Creation of Independence National Historic Park and Independence Mall, 1989

Johanningsmeier, Melissa V., Building Material Analysis

of Three Fairmont Houses, 1989

Tenth Anniversary Celebration
by Joan Kelley

When the last newsletter was going to print, the Tenth Anniversary Celebration was in its final moments of preparation. On a sunny autumn Saturday, October 27, students, alumni, faculty and interested preservationists assembled for the historic preservation 10th Anniversary Celebration. The theme of the observance was "A Place in the Profession: Preservation Practices for the 1990's." It started as simply an idea to gather together historic preservation alumni with current students to exchange information and lend some guidance into the profession. The Tenth Anniversary Celebration turned into a conference.

The event was held on the University of Oregon campus in Gerlinger Lounge, a room so rich in atmosphere it suitably complimented the preservationists, architects and historians that congregated for the event. The president of the ASHP, Tim Netsch, and Kim Emerson opened the celebration and greeted the Saturday group. The event launched into a day where there was an exchange of ideas and an opportunity to meet new people. The first panel discussion was on linear districts. This discussion offered a new spectrum to the common neighborhood

district designation. A before lunch stroll around the University campus was lead by Ross Sutherland. Fortunately, sunglasses were the order of the day rather than umbrellas, as Ross pointed out recent restoration work and familiar buildings.

The afternoon began with a panel of five of the authors from Space Style and Structure, with the theme being "looking forward, looking backward". The book, written in 1974, is a compilation of articles discussing Northwest architectural history. It has been somewhat of a bible for any student enrolled in the program these past ten years, so the discussion of the authors was especially rewarding

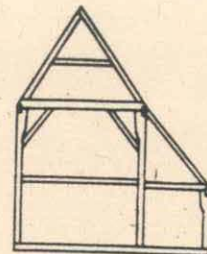
The final panel tackled the issues of preservation education. Panelists included three professors engaged in preservation education and a fourth was an alumni from the University of Oregon Historic Preservation program.

The celebration took a pause and then regrouped for a festive awards dinner. Awards were given to the founders of the program, Philip Dole and Marian Donnelly, and ended with all the alumni receiving "preservation briefs" (the real thing).

For the students of the program it reaffirmed their commitment to preservation and provided a network of alumni and professionals in the field. The conference was assessed as a great success. Even

the hard working participants most involved were reluctant to see the celebration conclude.

STUDENTS UNITE ARE ANY STUDENTS INTERESTED IN FORMING A STUDENT FORUM FOR THE FALL CONFERENCE OF THE NATIONAL TRUST? ANY IDEAS PLEASE CONTACT THE NEWS



Another Tower

The Historic Preservation Program is slowly restoring the exterior of Villard Hall, built in 1885-86. In the Spring of 1987 the east porch was rebuilt and during the Summer of 1989 the southeast tower was reconstructed. This coming spring quarter another tower will get a face lift. Greg Olson will instruct and lead the rehabilitation. The next issue of the News will have an update on the progress.

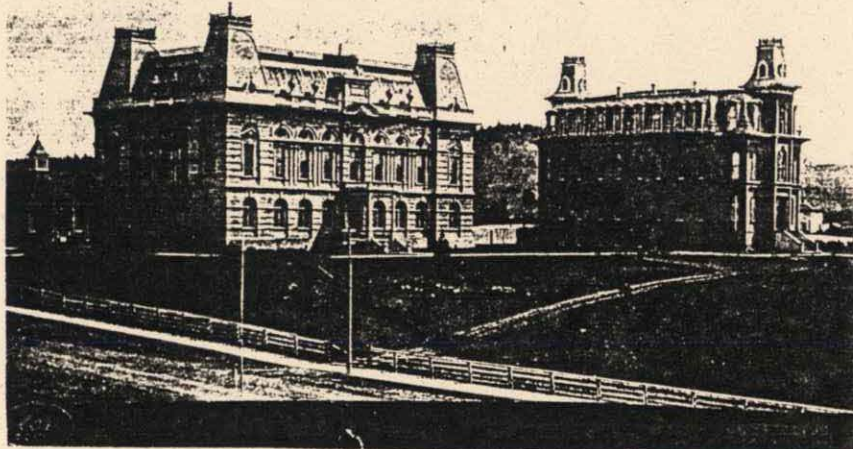
Villard Hall was the second building erected on the University of Oregon campus. The first was Deady Hall completed in 1876. Villard Hall is listed as a National Historic Landmark. This building was typically Second Empire Style which was common for other collegiate buildings constructed at this time.

Henry Villard, president of the Northern Pacific Railroad, was a friend of Justice Deady during the early years of the University. The Board of Regents honored Villard's generous gifts and interest by naming the building after him.

Rehabilitation of another Villard Hall tower is indeed a worthy tribute to a University benefactor.



Villard Hall in the early years



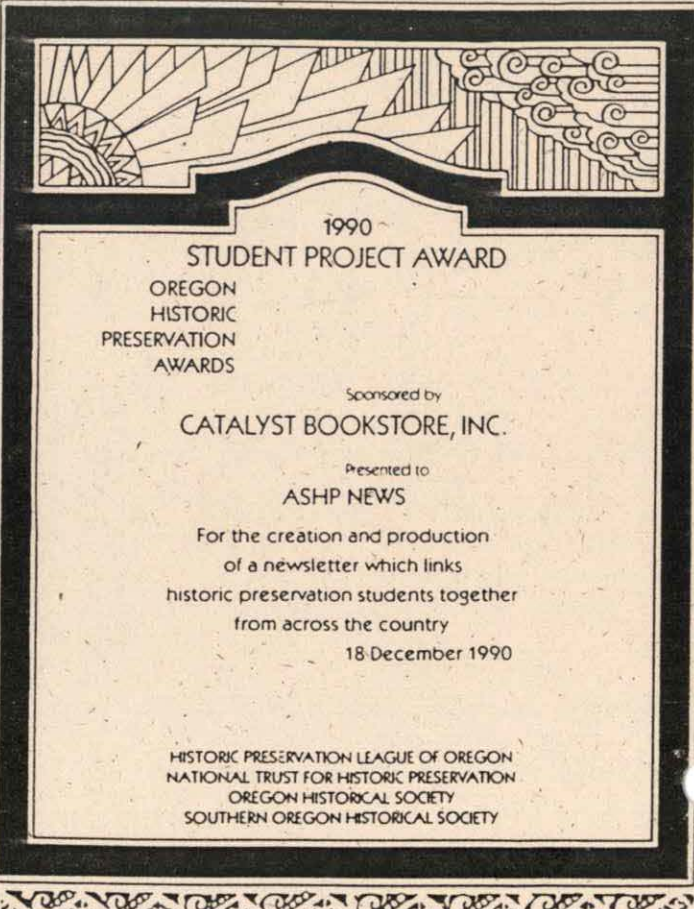
Villard Hall on the left, Deady Hall on the right

Associated Students of
Historic Preservation
University of Oregon
P.O. Box 3407
Eugene, Oregon 97403

Nancy McNaught
Historic Pres. AAA
University of Oregon
Eugene, OR 97403

You've got
the News!

preservation . afterwords....



1990
STUDENT PROJECT AWARD

OREGON
HISTORIC
PRESERVATION
AWARDS

Sponsored by
CATALYST BOOKSTORE, INC.

Presented to
ASHP NEWS

For the creation and production
of a newsletter which links
historic preservation students together
from across the country
18 December 1990

HISTORIC PRESERVATION LEAGUE OF OREGON
NATIONAL TRUST FOR HISTORIC PRESERVATION
OREGON HISTORICAL SOCIETY
SOUTHERN OREGON HISTORICAL SOCIETY